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OCTOBER 21, 1986

- Financial software: The micro link
- Herman's bulks up
- Dual mini strategies
- Extending SNA
- Picture-perfect DBMS

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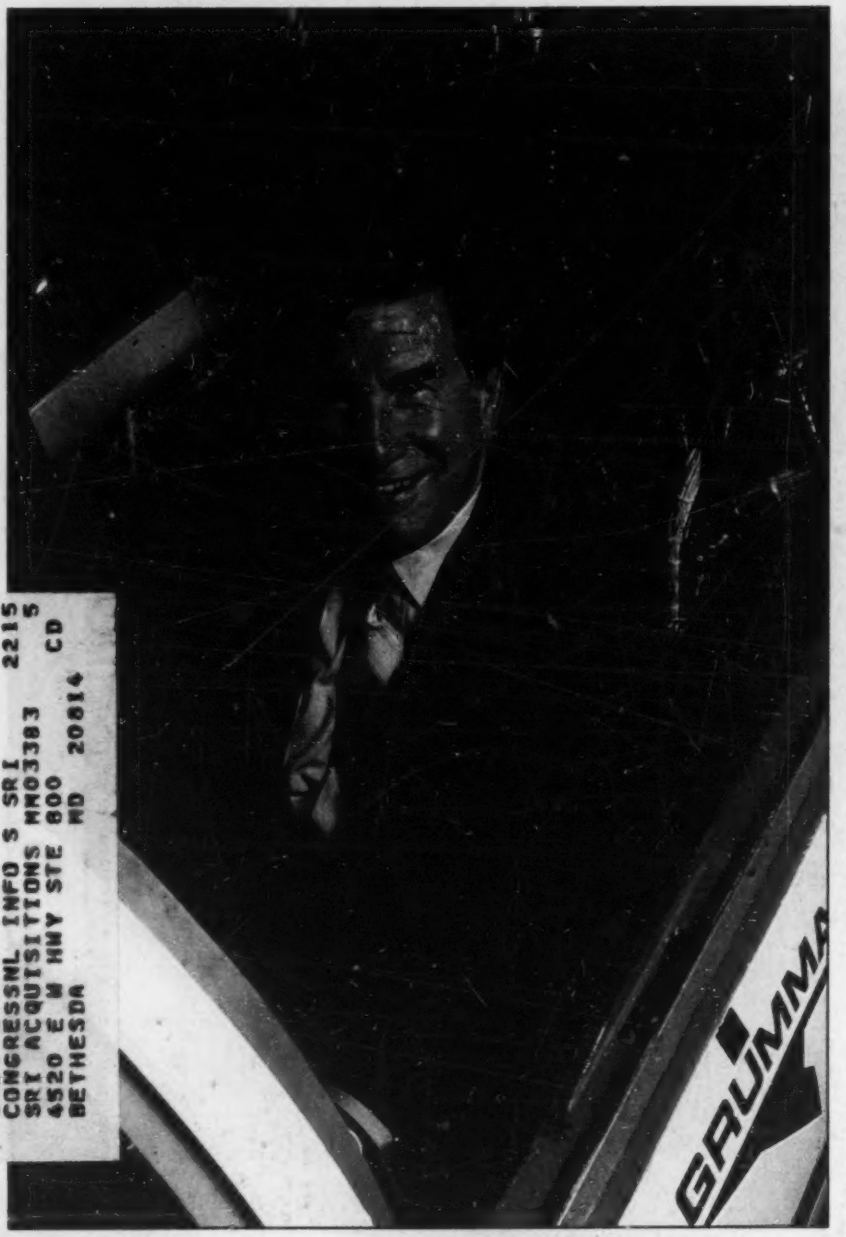

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A BIRD'S-EYE VIEW OF MIS

MIS hasn't fulfilled its mission, says Grumman boss John O'Brien. After 3 years at the helm of Grumman Data Systems, he knows why.

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John O'Brien, new president of Grumman Corp. and former president of Grumman Data Systems.

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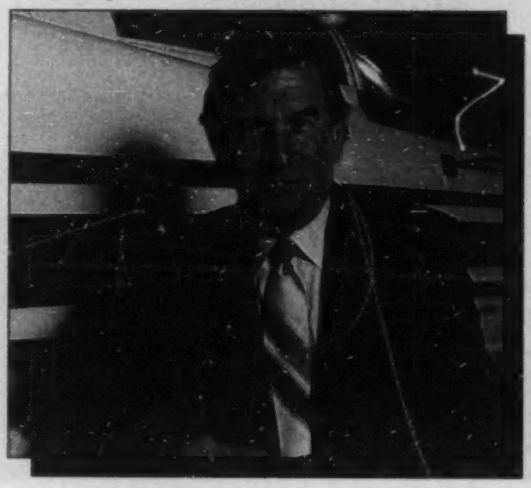

Cover photo by Ted Hardin

36 MIS: A view from the top/Grumman Data Systems became a high flier under John O'Brien, now Grumman Corp. president, but he's not satisfied that MIS is completing its corporate mission.

38 Reaching the peak/"Generalist" John O'Brien sees his main strength as stemming from a variety of management assignments in his 32 years at Grumman.

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58 The brains behind Herman's brawn/John Chow created a sound database for a healthy online retailing system. It's so productive other retailers want to buy it.

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61 Modeling duos boost planning/If two heads are better than one, how about 20? Micro versions of mainframe modeling languages and financial applications give users financial planning clout.

CORPORATE MICROCOMPUTING

66 Wanted: a good graphics DBMS/When it comes to presentation-quality business graphics, one picture may be worth a million bytes. Therein lies a weighty storage problem for corporate micro users.

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ROM disk-drive original equipment manufacturers. The extensions will allow users of IBM-compatible micros to access up to 550 Mbytes of a CD ROM disk formatted in the recently issued High Sierra CD ROM file format, which is supported by leading CD ROM vendors. □

Big IBM users get more help

IBM, which has been focusing more marketing and support on its largest accounts, announced a restructuring of its marketing operations that the vendor hopes will increase by 50 percent the number of employees serving its 200 largest customers. IBM announced it is redeploying 2,800 employees from its marketing headquarters staff and sending them to branch offices. IBM is combining the Information Systems Group and its North Central and South West marketing divisions into one organization. □

Micro parts up for sale

Intelligent Systems Corp. (Norcross, GA), one of the 10 largest vendors in the microcomputer market, is trying to sell its varied businesses. Although the corporation's Princeton Graphics monitor division is successful, its Quadram Corp. board division has lost market share to AST Research Inc. (Irvine, CA), the number-one expansion board maker, says Ed Turville, an analyst with Atlanta-based Johnson, Lane, Space, Smith & Co. All of Intelligent Systems, including graphics terminal maker Intecolor Corp., is up for sale. □

Honeywell looks to alliances to cut manufacturing duties

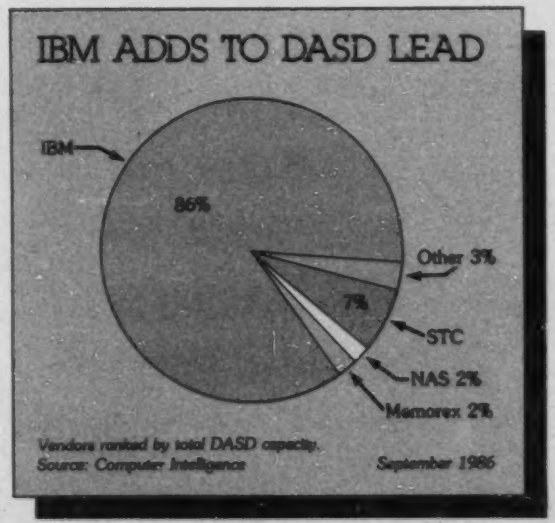
Honeywell Inc. (Minneapolis) announced it is negotiating with its foreign partners in an apparent move to relinquish more of its information systems manufacturing operations to focus on product marketing.

Honeywell says the negotiations center on combining its Information Systems division with France's Bull Group, which makes the DPS 7 minicomputer, and Japan's NEC, which supplies the top-of-the-line DPS 90 and plans a joint supercomputer project with Honeywell.

"Honeywell intends to continue involvement in the computer business as a partner of Bull and NEC," says a vendor spokesperson. Analysts say that Honeywell will become a marketer of computer systems and leave the manufacturing to Bull and NEC. □

Wang tightens mini-PBX ties, making data a phone call away

Wang Laboratories Inc. (Lowell, MA) is looking more like integrated voice and data vendors such as Northern Telecom Inc. (Nashville, TN) after tightening office automation links between its VS minicomputers and Business Exchange private branch exchanges. Improvements to the Wang Integrated Office Solution include a $6,000 enhanced module, Speech and Telephony Environment for Programmers, that lets users access mini applications via telephone and receive output via digitized voice. Another module connects Wang's OA software into other PBXs or Centrex switches. □



On the strength of its dual-density 3380 disk drives, IBM increased its share of the IBM/PCM disk-drive market from 81 percent in 1985 to 86 percent this year. Storage Technology Corp. dropped 3 percent, Memorex Corp. dropped 1 percent, and National Advanced Systems Inc. gained 1 percent from last year.

ADR's Goetz steps aside

Analysts say the move by Martin Goetz, a founder and technological leader of Applied Data Research Inc., to step aside as president could be a voluntary return by Goetz to his natural milieu or a push by ADR's parent corporation, Chicago-based Bell Regional Ameritech Inc., to gain greater financial control.

According to Princeton, NJ-based ADR, Goetz (pictured) asked to be reassigned to a role in technical development and will assume the title of senior vice president and technology officer. Goetz's appointment as ADR's president in 1984 preceded by only two years the vendor's acquisition by Ameritech. His replacement as president, Dennis Strigl, comes from another Ameritech subsidiary.

Says one Wall Street analyst who follows ADR closely, Goetz is likely to feel more comfortable dealing with technical rather than managerial concerns. The analyst also thinks, however, that ADR has been losing money due to the success of IBM's DB2 relational database management system. □